

## Message Text

UNCLASSIFIED

PAGE 01 STATE 013625

11  
ORIGIN EUR-12

INFO OCT-01 ISO-00 EB-07 BIB-01 PA-02 PRS-01 USIA-15

CIAE-00 INR-07 NSAE-00 L-03 H-02 COME-00 ( ISO ) R

DRAFTED BY EUR/CAN:DBLAKEMORE:CLJ

APPROVED BY EUR/CAN:JHROUSE,JR.

EB/TT/TD:JJONEILL

EUR/P-WJGEHRON

EB-CHAND

----- 051368

R 200012Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY OTTAWA

UNCLAS STATE 013625

E.O. 11652:N/A

TAGS: ETEL, ETRD, GATT, CA

SUBJECT: TV COMMERCIAL DELETION

1. WASHINGTON POST JANUARY 19 CARRIED FRONTPAGE STORY BY JACK MILLER, WITH TORONTO DATELINE, HEADLINED "NEW KIND OF BORDER WAR". STORY CONTAINS GENERALLY ACCURATE BACKGROUND ON RELATIONSHIP TO CANADA OF U.S. BORDER TV STATIONS, AND LIKELY IMPACT ON THAT RELATIONSHIP OF THE CRTC'S COMMERCIAL DELETION POLICY. STORY GAVE IMPRESSION, HOWEVER, THAT LAST WEEK'S USG-GOC CONSULTATIONS ON THIS SUBJECT WERE A FAILURE.

2. IN EFFORT TO CORRECT THIS MISREADING OF CONSULTATIONS, FOLLOWING PRESS GUIDANCE WAS GIVEN TO DEPARTMENT SPOKESMAN FOR NOON BRIEFING JANUARY 19. QUOTE--Q: DO YOU HAVE ANY COMMENT ON THIS MORNING'S WASHINGTON POST STORY ON THE SO-CALLED U.S.-CANADIAN BORDER TV WAR? A: THE BACKGROUND INFORMATION IN THE STORY ON THE HISTORICAL RELATIONSHIP BETWEEN THE U.S. BORDER STATIONS AND CANADIAN ADVERTISERS UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 013625

AND VIEWERS IS GENERALLY ACCURATE. WE HAVE BEEN CONCERNED

ABOUT THE IMPLICATIONS OF THE COMMERCIAL DELETION POLICY  
OF THE CANADIAN RADIO-TELEVISION COMMISSION, AND A GROUP  
OF USG OFFICIALS WENT TO OTTAWA LAST WEEK TO CONSULT WITH  
CANADIAN OFFICIALS ON THIS MATTER. AS A RESULT OF THAT  
MEETING IT WAS AGREED THAT U.S. AND CANADIAN OFFICIALS  
WOULD MEET AGAIN IN THE NEAR FUTURE TO CONSIDER ALTERNA-  
TIVE MEANS--OTHER THAN COMMERCIAL DELETION--FOR ACHIEVING  
THE OBJECTIVES OF THE CANADIAN BROADCASTING SYSTEM. THE  
DISCUSSIONS WERE NOT AT ALL WAR-LIKE, AND IN FACT WERE  
CONDUCTED IN THE COOPERATIVE SPIRIT WHICH USUALLY CHARAC-  
TERIZES U.S.-CANADA EXCHANGES.--END QUOTE.

3. COPY OF POST ARTICLE BEING POUCHED.

4. MATTER DID NOT COME UP AT JANUARY 19 BRIEFING. KISSINGER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, ADVERTISING, POLICIES, TELEVISION BROADCASTING  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976STATE013625  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** DBLAKEMORE:CLJ  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760020-1136  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760140/aaaabjqo.tel  
**Line Count:** 76  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** mendozsm  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 29 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <29 JUL 2004 by castelsl>; APPROVED <17 AUG 2004 by mendozsm>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TV COMMERCIAL DELETION  
**TAGS:** ETEL, ETRD, CA, GATT  
**To:** OTTAWA  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006